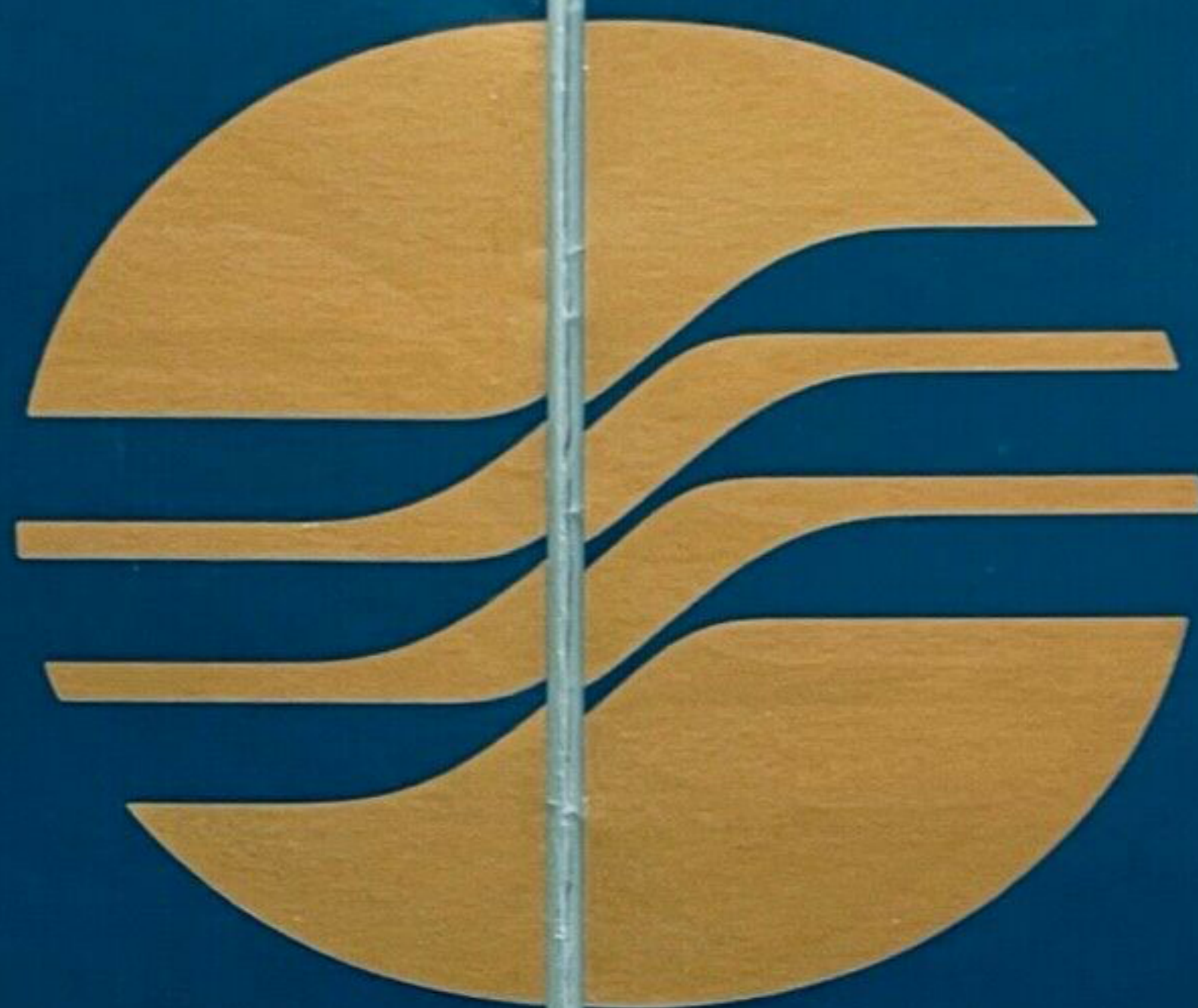


YOU CAN
FEEL IT
IN THE
AIR™



PrideAir™

PRIDE IS PERSONAL.

Pride Air was founded on personal commitment.

Our employees own the company. So we work hard to make it work.



Richard Tabor, Pride Air Captain and Los Angeles Flight Manager

We pride ourselves on service with care, low fares, business-minded schedules and the simplest ways to get you there.

Most of us, from ground crew to upper management, have dedicated our careers to the airline industry. It seems as if many of us have logged more time in the air than we have on the ground.

In fact, our Chief Executive Officer and Chairman of the Board is himself a Captain with 19 years of experience.

Together with the rest of our veteran staff, we've created a transcontinental airline built on unprecedented experience. And pride.

WE'RE TAKING OFF

Pride Air's fleet of Boeing 727s takes off from 16 cities across the country.

We have direct and connecting flights to both large and small cities in the Western U.S. and Florida, through our convenient New Orleans hub.

Many of these routes offer the quickest travel times available.

As the only airline calling New Orleans home, Pride Air enjoys outstanding

ground service. And our passengers enjoy the luxury of a first-class, yet uncongested airport.

Pride Air also provides the only non-stop service between New Orleans and many destinations.

ALL CLASSES ARE CREATED REASONABLE.

Even our Executive Class.

Priced lower than many other airlines' coach fares, Pride Air's Executive Class service is truly first class in every sense of the word. You can expect gourmet meals, vintage California wines, service on fine

china and a hot towel after meals on every flight.

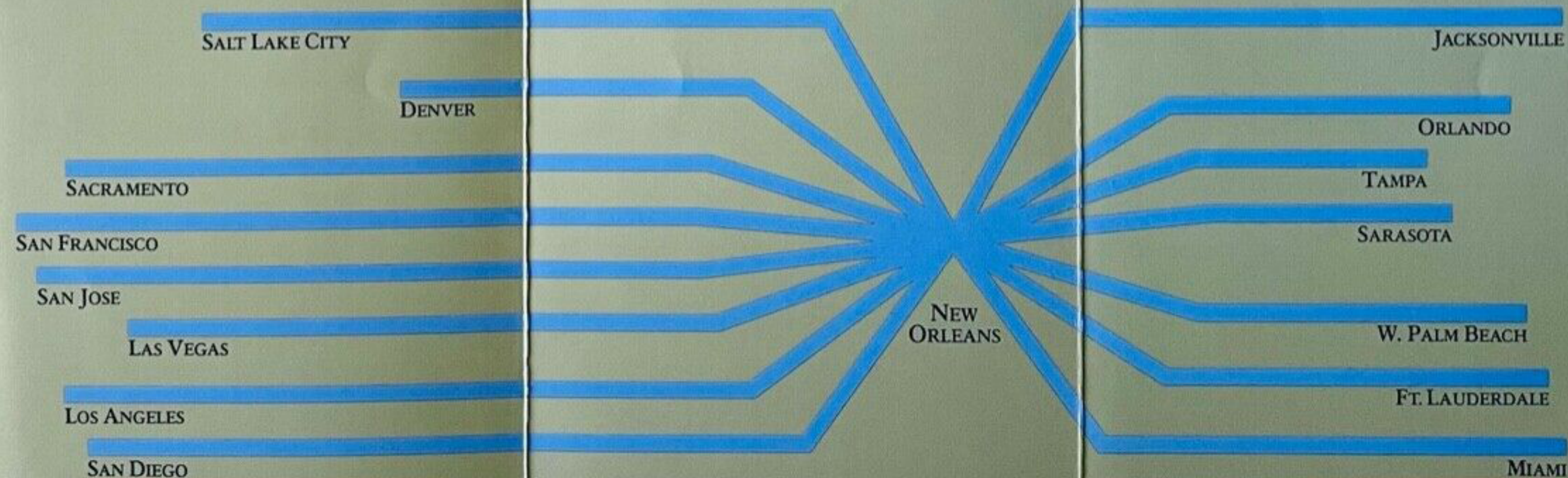
Our coach fares are about the same as discount fares on other airlines, minus the usual gaggle of airline restrictions.

And with the simple exception of an extra-low advanced purchase fare, ticket prices are the same every day on every flight.

TAKE PRIDE.

Our state-of-the-art computer reservation system is highly efficient. You'll know what we mean when you call us at (800) 442-4400.

Pride Air also participates in other airlines' automated systems, for easy reservations through your travel agent.





PrideAir™

For reservations, call (800) 442-4400